

PRABHA IAS IPS COACHING ACADEMY



SWAYATT Initiative (Startups, Women and Youth Advantage through e-Transactions)

Objective

To increase participation of women-led enterprises and youth in government procurement.

Features

Enables startups, women entrepreneurs, youth, Micro & Small Enterprises (MSEs), Self Help Groups (SHGs), and last-mile sellers to participate directly in government procurement.

Implemented through the Government e-Marketplace (GeM).

Based on the principle of social inclusion in public procurement.

Addresses three major challenges faced by emerging enterprises: Access to markets, Access to finance, Access to value addition.

Government e-Marketplace (GeM)

Online platform for government procurement, Known as India's National Procurement Portal

Used by ministries, departments and PSUs to buy goods and services

Developed by DGS&D (Ministry of Commerce & Industry) with support from National e-Governance Division (MeitY)